

An Open Discussion: Ad Blocking

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14th

Moderator

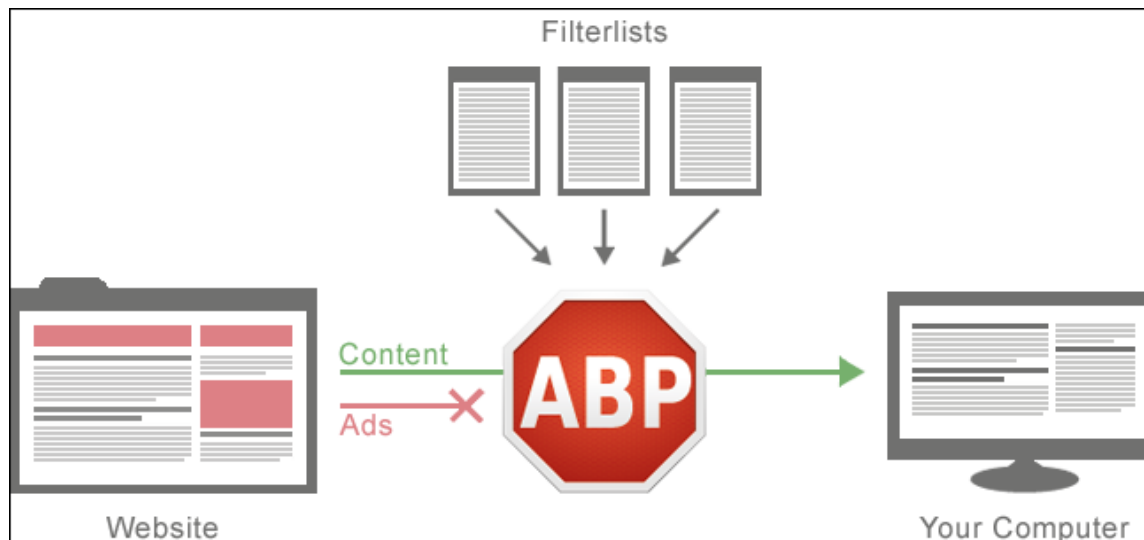
- Carolyn Hulbert, Luquire George Andrews

Panelists

- Cree Lawson, Arrivalist
- Mark Preston, TripAdvisor
- Eric Vincent, Nativo

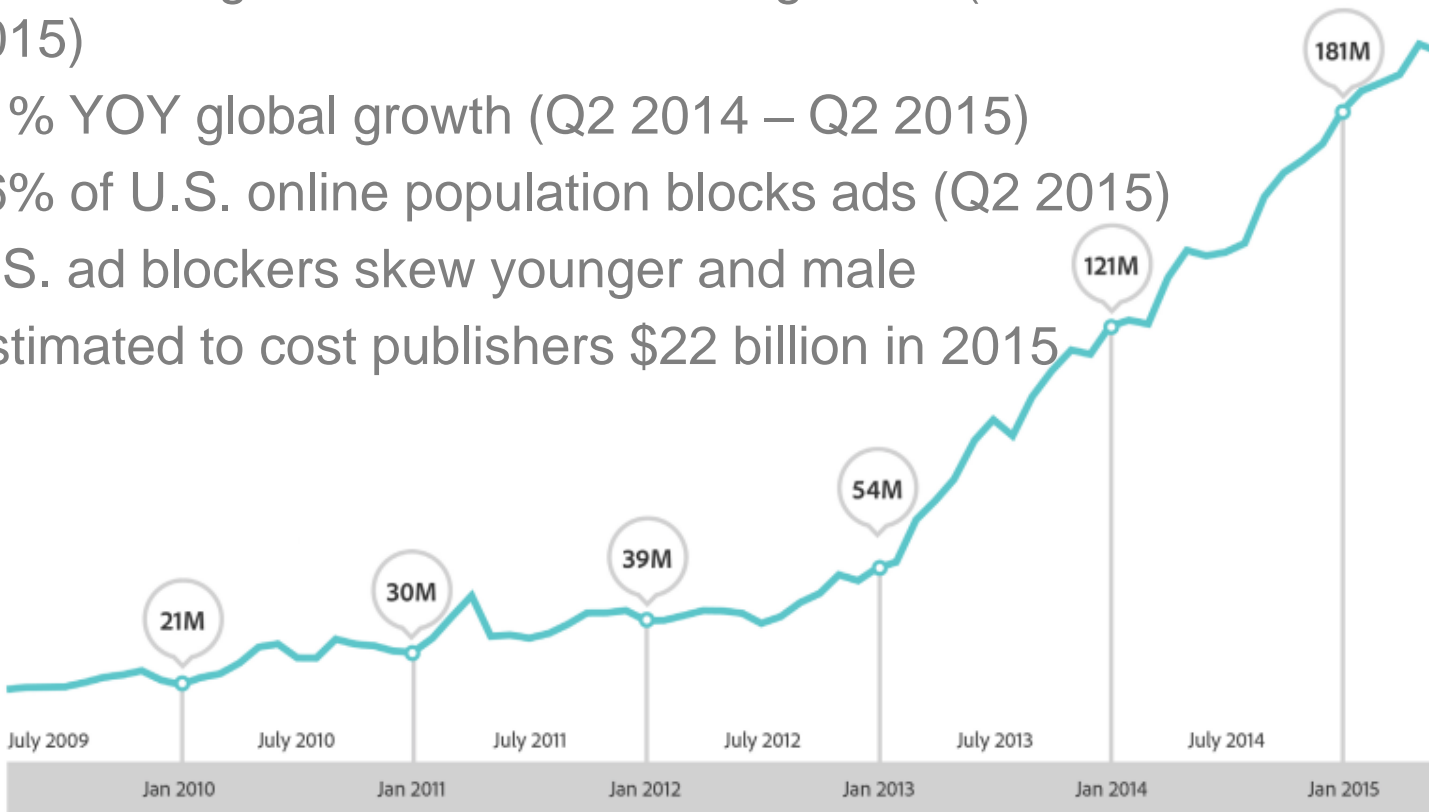
Ad Blocking

Technology that consumers use to prevent the download or display of advertising



The Rise of Ad Blocking

- 198 million global active ad-blocking users (June 2015)
- 41% YOY global growth (Q2 2014 – Q2 2015)
- 16% of U.S. online population blocks ads (Q2 2015)
- U.S. ad blockers skew younger and male
- Estimated to cost publishers \$22 billion in 2015



Ad Blocking Is a Growing Problem. What's the Fix?

The Ad Blocking Wars

The New York Times Begins
Testing Ad Blocking Approaches



Ad Blocking: The Unnecessary Internet Apocalypse



The End of Internet Advertising as We've Known It

IAB Creates Guide for Publishers to
Combat Ad Blocking

What are the primary driving forces behind the proliferation of ad blocking?



What's at stake as the adoption of ad blocking increases? What are the implications for...

- Consumers?
- Publishers?
- Advertisers?

'We've created this problem together. It created a bad experience, and users are now voting everybody off the island.'

Steve Carbone, Mediacom

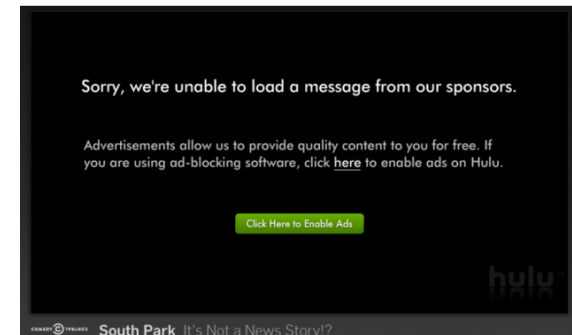
What are the best approaches towards combatting the rise of ad-blocking technology?

IAB Creates Guide for Publishers to Combat Ad Blocking

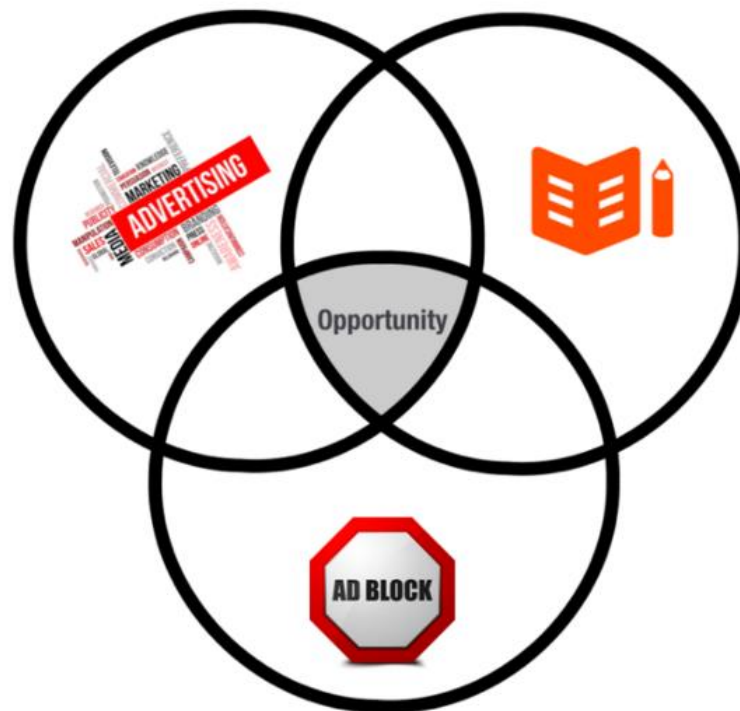
Organization Describes Six Tactics Including Paying the Ad Blockers

D.E.A.L. AS EXPLAINED BY THE IAB

- **D**etect ad blocking, in order to initiate a conversation
- **E**xplain the value exchange that advertising enables
- **A**sk for changed behavior in order to maintain an equitable exchange
- **L**ift restrictions or limit access in response to consumer choice



Immediate recommendations for crafting an optimal ad experience?



Open Q&A

